**Assignment**

**Website Design and Development Project – Inspired by Elevate Your Beauty and Traya App**

**Objective:**

Design and develop a modern, user-friendly website that reflects the aesthetics and functionality of [Elevate Your Beauty Website](https://elevate-your-beauty-oe7c0pd.gamma.site/) (<https://elevate-your-beauty-oe7c0pd.gamma.site/>) while incorporating elements and design philosophy inspired by the Traya app.

**Project Overview:**

This project aims to create a sleek, visually engaging, and informative website that highlights a product or service. The focus will be on creating a seamless user experience, minimalistic design, and persuasive content to drive conversions, much like the reference sites.

**Scope of Work:**

* **Homepage Design** – Clean, engaging, and product/service-centered.
* **Product/Service Pages** – Highlight features, benefits, and results.
* **Testimonials/Results Section** – Real-life results or customer stories.
* **Call to Action (CTA)** – Strong CTA to drive engagement (e.g., Buy Now, Get Started).
* **Mobile Responsiveness** – Fully functional across all devices.
* **Visual Storytelling** – Use of high-quality images, smooth animations, and videos.

**Technical Requirements:**

* **Platform**: Webflow, Wix, or WordPress (Optional: Custom-built with HTML/CSS/JavaScript).
* **Design Tools**: Figma, Adobe XD, or Canva for wireframes and mockups.
* **Integrations**: Forms (for leads), Chatbot, and analytics tools.
* **SEO**: Basic optimization for search engines.

**Design Guidelines:**

* **Color Palette** – Earthy tones, pastels, or neutral colors to maintain elegance.
* **Typography** – Clean and minimal fonts (Sans-serif, Poppins, Montserrat).
* **Imagery** – High-quality lifestyle or product images.
* **Layout** – Focus on whitespace, bold headings, and modular sections.

**Website Features:**

1. **Segmented User Experience (Skin & Hair)**
   * Users choose between the skin care or hair care path from the homepage.
   * Visual distinction between the two segments with unique branding.
2. **Personalized Questionnaire**  
   **Skin Care Quiz**:
   * What is your skin type? (Oily, Dry, Combination, Normal)
   * What are your main skin concerns? (Acne, Wrinkles, Pigmentation, Sensitivity)
   * How often do you follow a skincare routine?
   * What kind of skincare product are you looking for? (Moisturizer, Serum, Cleanser, etc.)

**Hair Care Quiz**:

* + What is your hair type? (Curly, Straight, Wavy, Coily)
  + What are your main hair concerns? (Hair fall, Dandruff, Dryness, Thinning)
  + How frequently do you wash your hair?
  + Are you looking for hair growth, scalp treatment, or general hair care?

1. **Dynamic Product/Service Pages**
   * Show products based on quiz results.
   * Section for bundled kits or treatment plans.
2. **Result-Oriented Sections**
   * Before & After gallery.
   * Customer testimonials, reviews, and real-life stories.
3. **E-commerce Integration**
   * Direct purchase options for personalized products.
   * Subscription models for continuous product delivery.
4. **Trust Elements**
   * Certifications, dermatologist recommendations, and science-backed solutions.
   * Customer ratings and security badges.

If you need wireframe templates or design examples, let me know!